



NEWS RELEASE

Telephone: 702-229-6993

Cell: 702-249-1828

David Riggleman: 702-229-6138
Communications Director

Contact Margaret Kurtz

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FOR IMMEDIATE RELEASE

Applications Now Open For 2017 Las Vegas Helldorado Parade

\$1000 To Participating High School Bands And \$1500 To High School Groups Entering Floats

Parade entry applications for the 2017 Las Vegas Helldorado Parade are now open. The parade will begin at 10 a.m. Saturday, May 13, downtown on Fourth Street and is expected to last two hours. The parade route heads north on Fourth Street from Gass to Stewart avenues.

There is NO fee to enter the parade and **HIGH SCHOOL MARCHING BANDS will receive \$1,000 for participating! HIGH SCHOOL GROUPS that build and enter a float themed on western heritage or the birthday of Las Vegas will get \$1,500, just for participating!** All community members are welcome to submit entries at no charge -- local businesses, car clubs, equestrian groups, civic groups, nonprofits and more. See the [application packet](#) for rules and guidelines.

Go online to download the information and application packet at <http://tinyurl.com/gmqp32v>. Submit your application to participate [online](#) or by fax or mail no later than April 20, 2017. For more information on the Helldorado Parade, call 702-229-6672.

Helldorado Days, an annual cowboy-themed outdoor festival celebrating Las Vegas' tribute to the Wild West, offers a daily rodeo and carnival, exhibits and food, as well as a parade, Whiskerino contest, and other activities. Created in 1934 and produced by the Benevolent and Protective Order of the Elks Lodge No. 1468, the 82-year civic event has raised more than \$4 million during its history to assist local children's and veterans' charities. The parade is sponsored by the Commission for the Las Vegas Centennial.

See the [map](#) for parade route, staging areas and available public parking for the downtown parade.

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Editor's Note: High-resolution photos from previous Helldorado parades are available for download at <ftp://ftp.lasvegasnevada.gov/ls/files/Helldorado/Helldorado/>. No password is required.